

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting
Festival on the Green Subcommittee
Tuesday, September 9, 2013
5:00 pm**

Minutes

Present: Tom Birkenholz, Kim Bova, Millie Brosseau, Janine Callahan, Julia Callahan, Kathy Hawkins, Curt Hirsch, Betsy Paterson, Barry Schreier, Ilze Taylor

Staff: Cynthia van Zelm, Kathleen Paterson, Sarah Delia

1. Call to order

Betsy Paterson called the meeting to order at 5:01 pm.

2. Public comment

There was no public comment.

3. Approve minutes of September 3, 2013

Tom Birkenholz made a motion to approve the minutes of September 3, 2013.

Kathy Hawkins seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Activities: Kathleen Paterson reported that there are 87 activity booths, more than any other *Festival*.

Advertising: Ms. K. Paterson said the press release will go out tomorrow. A number of advertisements have been printed already, including the front of The Shopper and The Album (both part of the Chronicle) and the American Profile. Ads also appeared in the Daily Campus and there will be black and white ads in the Reminder.

Ms. K. Paterson checked with the committee about the distribution of flyers that were handed out two weeks ago. There are just a few left to distribute.

Art: The artists are all set. This is a good show with interesting pieces. The art pieces will be coming into the office starting tomorrow. The jury will make their selection this Friday or next week.

Food: Ms. K. Paterson confirmed the 6 restaurants participating as food vendors, Baja Café, Dog Lane Café, Domino's, EO Smith Safe Grad, Sara's Pockets and Gramma's Comfort Food.

Low-waste Event: Ginny Walton is working with the restaurants on the plates/containers they will need for the *Festival*.

Music: Rod Rock had a conflict and was not able to attend this evening. Mr. Rock and Ms. K. Paterson are planning to meet with Local Stage Productions on Thursday or Friday this week to go over the logistics of the venue. Bruce John is all set for the *Festival*.

Parade: Mr. Birkenholz reported that there are over 600 people currently planning to march in the parade. He is still following up with a few groups.

Mr. Birkenholz wanted to confirm that the gates and restrooms at Farrell Fields will be unlocked. Cynthia van Zelm confirmed that she has made arrangements to get the key for the gates and restrooms.

Ms. B. Paterson will contact George Thompson and confirm that he will be there at 11:00am.

Ms. K. Paterson informed the committee that no UConn athletes will be able to march in the parade this year or sign autographs at the *Festival* due to requirements by the NCAA.

Ms. B. Paterson re-iterated that politicians will not commit to appearances until two weeks before the event. **Ms. K. Paterson will contact the Republican Party and Ms. B. Paterson will call the offices of the state politicians.**

Ms. K. Paterson will look into a Blue Wave sign for the Grand Marshal and possibly the UConn President, Susan Herbst, if she marches in the parade. Ms. B. Paterson will contact Mike Kirk to confirm if Ms. Herbst will be marching.

Barry Schreier asked for an updated parking map so he can inform parade participants where they should park. **Ms. K. Paterson will email him a parking map.**

Mr. Birkenholz noted that they currently have eight parade wranglers. **They would like a few more if anyone has suggestions for volunteers.**

Set-up: Ms. K. Paterson distributed the Activity Booth List and site plan. She explained the labeled areas and the key to the map.

Barricades will be set up on Saturday evening at the EO Smith Parking lot to prevent people from parking there early Sunday morning.

Sponsors: Ms. van Zelm reported that there was one new sponsor, the Nathan Hale Inn; they will have a booth. There are 20 sponsored booths in all.

Volunteers: Ms. K. Paterson is still waiting for responses from her communications to volunteer groups; they are slow in coming. She has heard from one sorority, she will keep working on volunteers.

5. Master Event List

Ms. K. Paterson said the Master Event List is similar to the Activity Booth List with a little more information about roaming artists. She also mentioned there are a few booths that will need electricity, including the food vendors, the CSA pottery booth, the spin art and the photo booth. The members reviewed the list.

6. Review Supplies Needed List

Ms. K. Paterson reported that the Supplies Needed List is mostly complete. She asked members to bring in their supplies this week and at the next committee meeting on Monday, September 16. She also reminded members to put their names on their belongings so they can be returned. Ms. K. Paterson stated that the Committee is not giving out canopies to regular activity booths, due to a limited supply.

7. Updates on Celebrate Mansfield Weekend

Planning is going well for Celebrate Mansfield Weekend. The Grand Opening Ceremony on Friday is all set. They are still working on the music schedule for the afternoon. At 10:30am the *Funky Dawgze* will perform as people gather for the ceremony. Immediately following there will be a Ribbon Cutting for The Oaks and tours of The Oaks. The music is scheduled to continue until 6pm or 7pm. Takedown of the stage and sound equipment will take an hour. Kim Bova will be taking pictures during the afternoon.

Ms. van Zelm will confirm that the Greek Church knows about the Dog Lane road closure. The Community Center is sponsoring Family Fun Night and StoDoArts is sponsoring the movie, *Grease*, at UConn's von der Mehden Hall on Friday evening.

Ms. K. Paterson passed out the Celebrate Mansfield Weekend flyers and asked members to distribute them to designated locations. The Committee gave her kudos on the flyer. She also mentioned that next week there will be sandwich boards to distribute.

7. Adjourn

The meeting adjourned at 5:56 pm.

Minutes prepared by Sarah Delia